



Press Release

LEDNOVATION INTRODUCES WORLD'S ONLY DESIGN WHITE A19 LED LIGHT BULBS FOR 60W & 75W INCANDESCENT AND CFL REPLACEMENTS

Introduces best in class Design White LED A19 light bulbs for 60W & 75W Incandescent and CFL replacements

Nov 12, 2009

TAMPA, FL – LEDnovation, Inc. introduces two new higher state-of-the-art LED bulbs for the North American Market. These A19 bulbs are the world's highest lumen output and efficiency solutions for replacement of 60W and 75W incandescent Design White bulbs.

Our 60W incandescent equivalent delivers 640 Lumens, with a 93 Lumen/Watt efficacy. Our 75W incandescent equivalent delivers 730 Lumens, with a 90 Lumen/Watt efficacy. These bulbs offers significant power reduction compared to incandescent and CFL bulbs.

LEDnovation's bulbs deliver high-performance in a number of critical areas: total lumen output, lumen per watt efficacy, color rendering, high power factor correction, stable Design White color temperature and a long operational life that leads the industry.

The US Department of Energy (DOE) states that solid state lighting is "a pivotal emerging technology. No other lighting technology offers as much potential to save energy and enhance the quality of our building environments, contributing to our nation's energy and climate change solutions." LEDnovation is committed to this challenge.

"Our proprietary technology and intellectual property keep paying dividends in the form of new offerings, these high brightness Design White solutions allow Solid State Lamps to go into sockets where they could not compete before," stated Israel J. Morejon, CEO of LEDnovation.

The products are targeted at downlight and other indoor general lighting applications in the commercial and industrial markets. These next generation bulbs are part of the EnhanceLite™ series of LED bulbs. LEDnovation's 60W equivalent LED A19-60-1D-I and 75W equivalent LED A19-75-1D-I products are scheduled to be commercially available in December 2009 for the North American market.



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About LEDnovation

LEDnovation is a pioneering product and technology company in the Solid State Lighting market. The company is committed to delivering energy efficient, eco-friendly lighting products through the development and deployment of innovative LED lamps and luminaires.

LEDnovation's technological breakthroughs use a fraction of the energy required to power incandescent bulbs without the use of mercury common in CFL or Compact Fluorescent bulbs. The products are targeted for several markets including the commercial, industrial, retail, cruise line, gaming, airports, hospitality and residential markets.

For more information, visit www.LEDnovation.com